

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BERN

AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY LONDON

AMEMBASSY PARIS

AMEMBASSY VIENNA

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E.O. 11652: NA

TAGS: BEXP, SZ, GW, BE, UK, FR, AU

SUBJECT: PROPOSED IN-STORE PROMOTIONS FISCAL YEAR 1977

1. ON BASIS VISIT TO SUBJECT POSTS BY CHARLES JOHNSON,
SPECIAL ACTIVITIES DIVISION, THE OFFICE OF INTERNATIONAL
MARKETING HAS ASSESSED IN-STORE PROMOTION PROSPECTS FOR
FISCAL YEAR 1977. OIM PROPOSES TO NOMINATE FOLLOWING
STORES OR MAIL ORDER HOUSES FOR POSSIBLE BUDGETARY
ASSISTANCE FOR FISCAL PERIOD BEGINNING OCTOBER 1, 1976,
DEPENDENT UPON AVAILABILITY OF APPROPRIATIONS TO BE VOTED
BY THE CONGRESS:

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--A. GERMANY: TWO PROMOTIONS...BUDGET TARGET: 50,000
-- DOLLARS. ORGANIZATIONS ELIGIBLE: NECKERMAN
-- KARSTADT, QUELLE OR LOOSEN'S.

--B. UNITED KINGDOM: TWO PROMOTIONS...TARGET 30,000
-- DOLLARS. STORES: DENBY'S, JENNERS.

C. FRANCE: ONE PROMOTION...TARGET 25,000 DOLLARS
-- GALERIES LAFAYETTE, OR LA REDOUTE.

--D. AUSTRIA: ONE PROMOTION...TARGET 20,000 DOLLARS.
-- EITHER MODENMUELLER, GERNGROSS OR QUELLE.

--E. SWITZERLAND: ONE PROMOTION...TARGET 25,000 DOLLARS.
-- GLOBUS.

--F. BELGIUM: ONE PROMOTION...TARGET 25,000 DOLLARS.
-- SARMA.

2. EMBASSIES SHOULD UNDERSTAND COMMERCE'S INTEREST IN
MAIL ORDER HOUSE PROMOTIONS SO AS TO TEST OUT THIS NEW
CONSUMER GOODS PROMOTION TECHNIQUE. THEREFORE, A HIGH
PRIORITY SHOULD BE ACCORDED MAIL ORDER HOUSE PROPOSAL,
ESPECIALLY IN GERMANY AND FRANCE.

3. ACTION REQUESTED: EMBASSIES' RECOMMENDATIONS AS TO
STORES OR MAIL ORDER HOUSES TO BE SUPPORTED IN FY 1977
UNDER PROPOSED SCHEDULE ABOVE. SUBMIT PROMOTION PLAN FOR
EACH STORE OR MAIL ORDER HOUSE PROPOSED TO INCLUDE AS
MINIMUM, PLANNED DATE AND DURATION OF PROMOTION; PROJECTED
VOLUME INCREMENTAL PURCHASES, PRODUCT CATEGORIES TO BE
FEATURED; PROPOSED USE OF BUYING TEAMS, OFFICES OF
SUPPORT SERVICES REQUESTED OF COMMERCE. REPLIES REQUESTED
BY FEB. 15, 1976. KISSINGER

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